

COHEN'S NEW LEAS FOR JANUARY MERCHANDISING.

The possibilities which make this store the Mecca for shoppers grow out of merchandise aptly selected and bought right. This immense stock priced less than elsewhere is not alone due to smaller profits, but principally to shrewd buying. Our buyers exercise the same shrewdness that shoppers do who deal at Cohen's.

What a January Silk Sale Means

Is told by these hundreds of pieces in price language that approximates half, and in many cases more than half a gift, for the most warrantable silks made. The sale is not confined to any one or two styles, but to almost and every sort. Among the many are:

Sale of White Habutai Wash Silks,

27 inches wide, hand loom, usual 42c. quality, 25c.
80c. quality will be 30c.
Usual yard-wide 75c. grade, 45c.
Yard-wide always \$1 grade, 60c.
60 yards in cream, light blue or yellow, all hand loom 110c. a yard.
40 yards Hand Loom Black China Silks, best 60c. quality, 35c. a yard.

Sale of Black Silks,

such as never has been equaled.
Yard Wide Taffetas, with woven guaranteed edge, \$1.50 grade, for 95c.
\$1 grade, 60c.
Imperial Taffeta, 27 inches wide, instead of \$1.12, is 70c.
21-inch Guaranteed Taffetas, the best 80c. quality, is 50c.
20-inch Pure Silk Taffetas, 25c.

Bengaline Crepes,

The handsomest black or white, soft, clinging, like crepe de chine, wholesale price usually \$1.50, for 95c.
Double Width Black Crepe de Chine, the panning finish, \$1.65 quality, 95c.

41 Pieces of Black Beau de Soie,

The handsomest 80c. to \$1 values for 55c. a yard.
Twenty pieces of Soft Finish Black Crystal Silk, the newest 80c. grade, for 60c.
Sixty-five pieces of Black Beau de Soie, among them yard-wide \$1.25 quality, for 75c. a yard.
Wide \$1.50 quality for 95c.
27-inch \$1.15 quality for 85c.
27-inch 80c. quality for 60c.
21-inch 70c. quality for 45c.

Fancy Spring Silks,

In almost endless description of shades and styles for 65c. to 60c. a yard; every piece pure silk.
More than 900 yards Shantung Pon- gins, in their natural champagne col- orings, instead of 80c., are 50c. a yard.

Cohen's Embroidery Sale

Has made this house famous in the State of Virginia. There is no store in America that we know of that shows near the price advantage. The stock is composed of thousands of yards of every variety and for every use.

Monday's special prices will be Embroideries, half a yard wide and thereabouts, fresh from the St. Gall maker direct to our store, through the Richmond Custom House for 90c. a yard.

Embroideries at 12 1-2c.

You can choose from values—a whole counterful, including insertings—up to 25c. a yard.

Embroideries, 7c.

3,500 yards at this price; if you pay 18c. to 20c. a yard elsewhere you can find some of this same kind among them.

Embroideries at 25c.

Almost endless variety of fine Flourishings, values to 60c.

Embroideries at 3c. and 5c.

No such values have ever been given here; some are to 12 1-2c. a yard.

670 Pieces Fine French Embroideries,

In widths from narrowest to the widest flourishings, including insertings to match. If you will compare these values with the embroideries of else- where, you will find ours at 40c. on the dollar to their prices.

Allover Embroideries

at about half the best prices given before. Prices are 60c. to \$2.50, val- ues \$1 to \$4 a yard, at 95c., for in- stance, are Fine Allover Embroideries that sell wholesale at \$1.50 a yard.

EXTRAORDINARY FIRST Linen Sale OF THE YEAR.

Three large cases shipped by our buyers and picked up in New York. Every piece guaranteed perfect, some are grass bleached. Pure Linen Hemstitched Derby Towels, 19x38, the best 25c. value ever sold in Richmond for 15c. each.
The same, 24x44, worth \$5 a dozen, for 25c. each.

Two yards wide 75c. Mercerized Ta- ble Damask will be sold for 37 1-2c.
Pure Linen Grass Bleached Table Da- mask, best 60c. value ever sold, for 50c.

Full Bleached Table Damask, heavy thread, 30x36, will be sold for 37 1-2c.
30 dozen Full Bleached Fringed Drycloths, tea size, 30c. a dozen.
27 dozen Dinner Napkins, 60c. a dozen.

110 dozen \$1.50 Best Dinner Napkins, a full bleached, heaviest Irish goods, for \$1.00.

Three-quarter size, variety of new de- signs, \$2.85 a dozen.
70 dozen All Linen Gorman Grass Bleached Napkins, usual \$1.50 value, for \$1 a dozen.

Full Yard Wide Irish Linen, the best 75c. soft finish grade, for 50c. a yard; same in half width, 25c.

A Sale of Linen Lawn and Cambric, full yard wide, 25c. a yard.

22 pieces All Wool Voles, 30c. a yard.
Yard Wide Danish Cloths, 16 2-3c.
And so for all the finest fabrics in black.

Knit Underwear.
Any Underwear want can be filled here at less than wholesale prices. Try and see for yourself.

Fleece Union Suits for women, 39c. ones, 25c.
Fleece Vests, Egyptian yarn, 10c.
All size Vests and Pants, soft fleece, 25c. each.

Wool Ribbed 60c. Vests and Pants, 85c. each.
31 Union Suits, bleached ribbed, 50c.
Fleece Ribbed 50c. Shirts and Drawers for children, 15c.
\$1.50 All Wool Pants for women, 60c.
Medium Weight Fleece Vests for women, 60c.

The Price Crash in Black Dress Goods.

It was hardly expected a year ago, and the importers prepared as usual, but failed in sales. Cohen's deal every advantage to their patrons.

The Most Popular All Wool Storm Serges and Cheviots are being sold for 37 1-2c.

The Black 60c. Mohairs are 40c.
All Wool English Cheviots, from 70c., reduced to 60c.
45-inch Crepe Armura, was \$1.65, now \$1.
\$1 Pannet Cheviots sells for \$1.50.
60-inch French Momic Cloths, was \$1.40, now 60c.

Embroideries: White Goods: Laces.

Buy Laces in January.

The price reason should make you come quickly.

Hand Made Linen Torchon Laces, 3c. to 12 1-2c.

Imitation Torchon Laces, wash per- fectly, 10c. 3c. and 5c. a yard, with a choice from hundreds of pieces.

600 dozen yards Point de Paris Laces, widths to 8 inches, including insert- ings, 9c. a yard.

Also lot of Handsome Black Laces, in crochet and silk Venise, including insertings, all colors, bands and gal- lons.

White Goods Bargains.

The largest sale of White Goods ever held in January. It is a time when they can be bought at half price. Here is Cohen's proof:

Finest India Linen ever sold for 20c. will be 10c.

Three cases of English Long Cloth, best ever sold for \$1.35, for pieces of twelve yards, is 8 3-4c. a yard.

12 1-2c. White India Linen, 9 1-2c. 3,000 yards Double Width Persian Lawn, sheerest imported grade, 12 1-2c. a yard.

Imported Corduroy Plaque, was to have sold for 25c., is 12 1-2c. a yard.

Yard Wide Striped Madras, 7 3-4c.

15c. Linings, 9c.

2,000 yards fine quality Percales and Silesia—mill ends of 12 1-2c. to 10c. grades—9c. a yard. An ex- ceptional chance for dress- makers.

Bargains.

The Cohen Kind Which Dignify the Word.

Every Shopper in Rich- mond is Interested in This List.

5c. for a full pound of Writing Pa- per, also two packages of Envelopes, 6c.

Lot of 25c. Paper Bound Novels, by best authors, 6c. each.

Men's 12 1-2c. Black Stainless Half Hose, 7 1-2c. a pair.

Men's 60c. Stiff Bosom Fancy Striped Shirts, 35c.

A fine 20c. Candy, with plenty of Cream Chocolates, 12 1-2c. a pound.

French Mixture, five pounds, 25c.

Torchon Laces for 1c. a yard; Edges and Insertions.

12 1-2c. Embroidered Handkerchiefs, 6c.

Embroidery Flourishings, 13 inches wide, 10c. a yard.

Homestitched Handkerchiefs, 2c.

Full Regular Made Black Ribbed Stockings for boys and girls, 12 1-2c.

Table of best 25c. Taffeta Ribbons, four inches wide, 17c. a yard.

300 Women's Fancy Chams, good value at 60c. and 55c.; special price 25c.

Pearl Buttons, assorted sizes, spe- cial price is 2 1-2c. a dozen.

Three and a half inch Fancy Silk Ribbons, all shades, are 7 1-2c. a yard.

300 pairs Women's Ready Made Gar- ters, sold for 35c. and 30c.; special price is 10c. a pair.

4c. grade Black Lisle Imported Lisle Stockings for women, 20c.

30c. Pure Linen Lawn, yard wide, 25c.

Women's Lace Trimmed Muslim Drawers, 15c.

Solid Colored Knit Petticoats, 25c.

75c. Mercerized Table Damask, two yards wide, 37 1-2c.

1,000 bottles of Household Ammonia, 4c. large size bottle.

Pompadour Combs, special lot of 15c. and 10c. ones are 6c. each.

100 Women's Hand Bags, red and blue, worth 75c., sale at 35c.

40-inch White India Linen, 5 7-8c.

Women's Muslim Gowns, tucked yokes and cambric ruffle, 27c.

Real Linen Torchon Laces, 3c. a yard.

Thousands of yards of 8c. to 12c. Embroideries for 5c. a yard.

Turkey Reg Table Damask, fast color, full width, 25c. grade, 12 1-2c.

Women's Fleece Ribbed Undervests, 6c.

Black Mercerized Satteen Under- skirts, 70c.

Children's Muslim Drawers, 6c.

English Girls Umbrellas, with steel rods, 25-inch, Congo handle, 25c.

50 gross 5c. Violet Toilet Soap, highly perfumed, 2 1-2c. a cake.

25 Dressing Combs, best price 30c., all coarse or not, special 25c.

Hand Bags in black and colors, 25c.

500 pieces White and Colored Bead- ing, good value at 8c., for 5c. a bunch of six yards.

10 gross Black Mourning Pins are special at three boxes for 5c.

65c. for \$1 J. B. Corsets.

75c. for \$1.50 J. B. Corsets, embroidered in colors.

12c. for 25c. Cushion Tops.

10c. for All Linen Scarfs, stamped and fringed.

35c. for 50c. French Satteen Lam- brequins.

10c. for Children's \$1.50 White Cash- mere Cloaks.

\$1.00 for Children's \$3.00 and \$4.00 Cloaks and Reefers.

15c. for Babies' 25c. Silk Caps.

\$2.00 for \$3.00 and \$5 Silk Shirt Waists.

95c. for \$1.50 Flannel Waists.

\$2.25 for \$3.00 All Wool Sweaters. (Second Floor.)

Buy Your White Underwear YEAR.

One of the most superior stocks gotten up for a merchant in an Eastern city, has come to The Cohen Company. Every garment is made equal to the home-made Underwear. They are new styles and of the latest production. We have placed them on our counters with our own stock. You can choose either. Any garment not satisfactory can be returned.

50c. Will Buy Corset Covers

that were made to sell for 75c. to \$1. 25c. each will buy hundreds of Corset Covers that cost to 50c.

19c. for the best 25c. to 35c. Cor- set Covers.

There are Corset Covers for 6 1-4c. and 12 1-2c., and in the finest grades to \$2.50, all under values.

A Perfect Gown, 38c.

That has always sold for 50c. 270 dozen Gowns that cost from \$1.30 to \$1.85, in every variety of style, in- cluding the surplus, for 95c. each.

Among the 79c. Gowns will be found garments that cost to \$1.50.

Gowns for 20c., 48c. and 80c., all at the same remarkable values. Among these garments are lot of new gowns, val- ues \$2 to \$5, which will be sold from \$1.50 to \$1.85.

Remarkable Skirt Sale.

White Skirts, no matter how hand- some, you see elsewhere for \$1.75, can be found here for 95c. to \$1.00.

Counter full of 75c. and 85c. Skirts for 50c. each.

Handsome 40c. and 50c. Drawers, choice of a counterful, for 25c. a pair.

There are Drawers at 12 1-2c. and Drawers at \$2.50, with many prices between, and every garment worth a third to a half more.

ALMOST LAST BARGAIN CHANCE ON THIS Beddings SEASON.

Blankets, white or colored, will be 50c. and 50c.

Lot of Stenmer Shawls, all wool, will be \$3.50 each.

Any Blankets to \$1.50 will be closed out at \$1 a pair, white or colored.

Full Size White Cotton Taffeta Com- fortibles will be \$1.

Handsome Silkoline Covered Com- fortibles, tufted and ruffled, 60c.

All the \$5.50 Elderdown Comfortables are \$3.75 each.

Splendid Values in Basement.

In addition to an immense assortment of little-priced Cotton and White Goods, Hosiery, Etc., we are having a housekeeper's sale of China and Snowflake Enamel Ware. The finest assort- ment of dependable goods for the least prices ever shown in Rich- mond.

Demonstration of the well-known Atlantic City Salt Water Taffy. Free sample.

China, Enamel Ware and Other Furnishings.

Japanned Ware, Etc.

Heavy IX, Japan Toilet Sets, in as- sorted colors, \$1.15.

Japan Spice Sets, with box and grater, 40c.

Japan Trays, from 10c. to 30c.

Japan Candlesticks, 8c.

Heavy Galvanized Infants' Baths, \$1.10.

12-quart Flaring Pails for 12c.

20c. Tubs, 24c.

Double Pointed Wood Toothpicks, 4c. a box.

Extra Pure Laundry Soap, two bars 5c.

Graniteware.

10 and 14-quart Bread Raisers, in best quality granite, heavy IX, (in tops, \$1.10 to \$1.30).

Large Seamless Ham Rollers, \$1.10.

Granite Roasters for \$1.24 to \$1.69.

5-quart Heavy Stamped Coffee Boil- ers, 65c.

50c. Saucepans, 35c.

Granite Pie Pans, 8c.

4-quart Teapots, 40c.

6, 8, 10 and 12-quart Saucepots, the very best quality stamped granite, from 50c. to 80c.

Some Specials.

Large Size Bleached Towels, 5c.

White India Linen, 40 inches wide, 12 1-2c. grade, 6c.

English Long Cloth, the 10c. grade, 5 7-8c.

Seamless Ribbed Stockings for boys, regular 10c. grade, for 6c.

Our Basement Cottons.

while they include almost anything using in cotton fabric, they are not to be missed. By and by after a while, you will find them less than values—as, for instance:

2,000 yards Dress Gingham for 7 1-2c. a yard.

Fancy 12 1-2c. Spring Dress Ging- hams, 8 1-2c.

2,700 yards 4-4 Sea Island Percales, light or dark colors, 3 3-4c.

6 1-4c. Indigo Prints, 4 3-4c.

Light and Dark Outings, 3 3-4c.

Yard 7 1-2c. New Spring Per- cals, 5 3-4c.

4,300 yards Spring Seersuckers, 5 3-4c. a yard.

Three cases Light Shirting Prints on sale Monday, 4 1-2c. a yard.

Large lot of 6c. Calicoes, 7 5-8c. a yard.

3,000 yards Cambrics and Cottons, lengths one to eight yards, for 6 1-2c. a yard.

Lot of Apron Gingham, various checks, 4 1-2c. a yard.

2 cases of 6c. Unbleached Cottons, 2 3-4c. a yard.

Glassware.

One-half gallon Glass Water Pitch- ers, 15c.

Syrup Pitchers, with extra strong spring tops, 10c.

Wine Glasses, 30c. a dozen.

Thin Blown Engraved Water Tumblers, 75c. a dozen.

Nickel Student Lamps, complete with white dome, shades, chimneys and burners, \$1.25.

\$3.50 for Women's \$8.75 Coats.

They are made of the best quality Kersey and are worth the \$8.75 value, for the making is up to our standard. Hundreds of others that we could print columns about, but let the prices talk, they can beat any words we could use.

\$1.50 for Coats that were \$4.
\$4.75 for Military and Box Back Coats, worth to \$10.
\$6.50 for Fine Quality Kersey Coats, best styles, were \$12.50.
\$8.50 for \$15 Coats.
\$10 for Coats that were \$20.
\$12.50 and \$15 for Coats that were \$25 and \$35.
\$15.50 and \$18.50 Children's and Misses' Coats, now \$10.
\$12.50 Coats now \$7.
\$10 Coats are \$5.
\$5 Coats are \$2.95.
\$3.50 Coats now \$1.95.

ALL OUR WINTER Boys' Clothing STOCK OF

To be closed out below cost to make room for spring stock. \$7.50 Suits, \$3.89; \$4 Suits, \$2.48; Overcoats were \$2.50 to \$7.50, are now \$1.48 to \$4.89.

Nothing reserved, every article included in the reduction.

Hundreds Have Taken Advantage

of our extraordinary sale of Carpets, Rugs and other floor covering. Churches and other public buildings are on our January list, are you? Prices are an average half.

LACE CURTAINS LESS THAN HALF.

In some patterns the number of pairs is limited, but if enough for you, the saving is that much greater.

Two pairs Fine Nottingham Lace Curtains, sample styles, little sold, \$1.50 former price, now \$2 a pair.